

Kanokwan Banchaditha 2012: Measuring Service Quality of Coffee Shops in Gas Stations in Eastern Thailand. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Ravipim Chaveesuk, Ph.D. 151 pages.

This research was aimed to measure the service quality of 28 coffee shops in gas stations on Sukhumvit road in eastern Thailand based on 5 service quality characteristics (5 SERVQUAL) i.e., reliability, assurance, responsiveness, empathy and tangibles that covered 27 characteristics. A survey of 510 consumers was carried out to evaluate the effects of coffee shop's investment type (franchise and non-franchise) and shop's size (small, medium and large) on expectation and performance perception of 5 SERVQUAL characteristics. Results indicated that investment type and size had significant effect. Importance-performance analysis (IPA) and further analysis of variance revealed that the franchise coffee shop's expectation and perception were higher than the non-franchise's, indicating the training effectiveness of program from franchised shops. Consumers had higher expectation as well as performance perception in many SERVQUAL characteristics for medium-size coffee shop than small and large shops. Franchised coffee shops should immediately make improvement in their surroundings and empathy. Small coffee shops exhibited the highest consumer recognition and greeting. However, small and non-franchise shop should set a priority in improving their cleanliness and tidiness. On the other hand, this characteristic significantly showed the highest performance perception in medium and large size coffee shops. Medium-size coffee shops displayed the lowest performance in consumer recognition and greeting and must emphasize on punctual opening and service flexibility. Large coffee shops had lowest service preparation and must pay attention in improving their surroundings. However, regardless of coffee shop groups, consumers had high expectation on polite and well behaved service, willing service, clean and tidy place, service with hospitality and most consumers requested for a free Wi-Fi service and ornamental plants.

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Student's signature

Thesis Advisor's signature